

HOTELS & RESORTS



SkyEye

OVERVIEW

This is a complete business plan for the *Hotels and Resorts* marketplace. Drone Operators can earn a significant income working with Hotel operators (these are typically regional corporations which have 10-50 hotel properties in their portfolio) to help them keep their hotels filled with beautiful aerial photography and marketing videos for their properties.

TARGET MARKET

The Target Market in this case are regional hotel groups. These are corporations that do not typically have offices in their hotel properties. Over 50% of motels in America are owned by families named "Patel," and many large regional corporations are as well.

However, the majority of your customers will be the big name franchises like Marriott, Hyatt, Hilton, Holiday Inn, Hampton Inn, Radisson, etc.

HOT BUTTONS

For the Hotel Industry (also called "hospitality industry"), they usually only have one thing they care about: ***vacancy rates!***

A hotel's vacancy rate is the amount of rooms they have open in their hotel at any given time. They want that rate down to zero. Essentially, all marketing done by a hotel has this one goal in mind: ***lower vacancy rates!***

Now, there are other, secondary hot buttons, but the one you want to focus on is lowering vacancy rates. Nevertheless, here are some of the other, secondary hot buttons for the industry:

- Increasing positive reviews online
- Raising perceived value (and price) for nightly stays
- Attracting conferences or events (for hotels with facilities)
- Minimizing overall costs
- Maximizing exposure

WHAT YOU ARE SELLING

You should sell a complete photo package, mimicking the photo package for Real Estate in many ways, for the Hotel which includes ground photos, aerial photos, and indoor photos. Additionally you should include a promotional video following the instructions we will give you below.

This hotel package is called the ***Aerial Promo Package for Hotels & Resorts***. It has a retail price of \$4,999, yet your business model is built around an initial charge of

\$2,999 (an amazing \$2,000 discount).

The package includes:

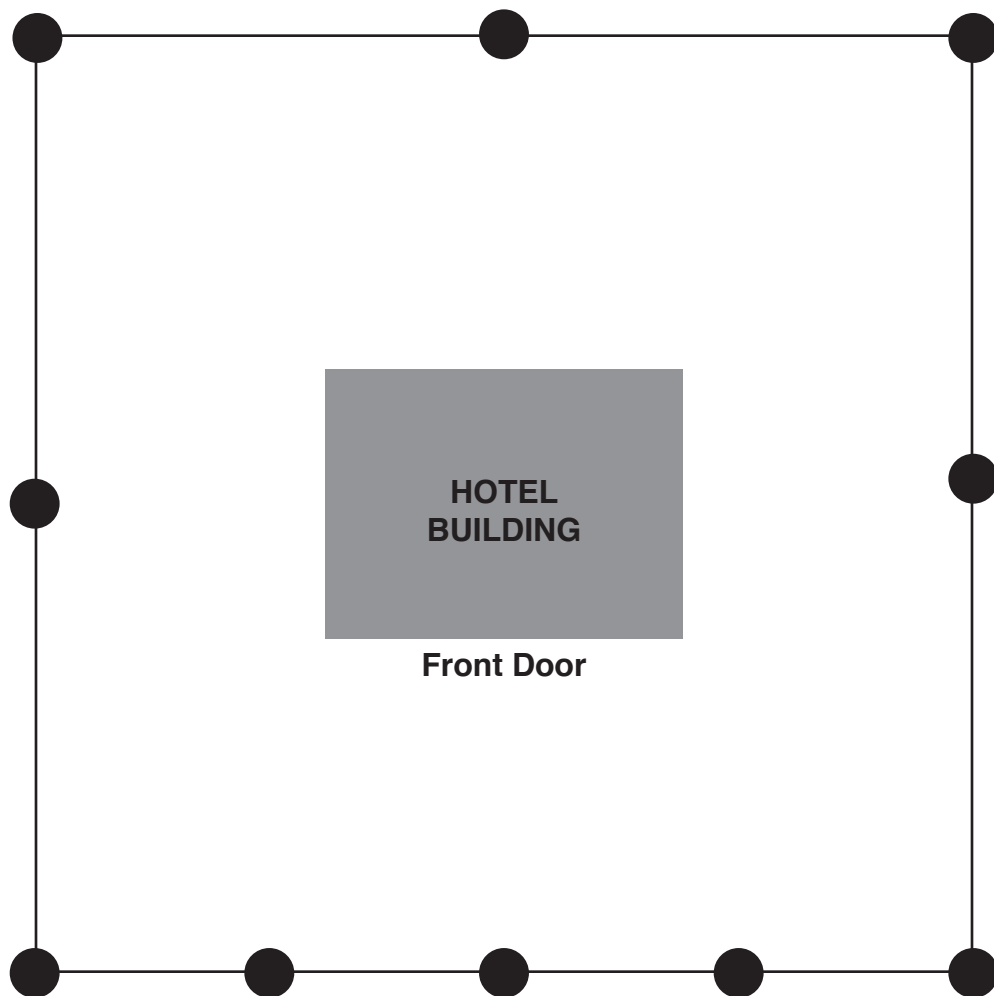
- 10 aerial photos
- 30 HDR indoor photos
- 60 second promotional video

WHAT YOU DELIVER

Here is how and what you deliver for the Aerial Promo Package:

10 Aerial Photos

You should take 10 aerial photos of the property from using the guide below as the points in which you should take the shots (each shot should face the property and the shots in front of the building should face the front door). Take these shots at 25-50 feet above the roof line and angled down so you get a nice "3D effect."



30 HDR Indoor Photos

These photos will be taken in the same manner that you take photos for Real Estate. You will need a ground camera, an ultra wide camera lens, and a stable tripod. In this case you will be taking 30 pictures following the standards laid out in the Sky Eye Network Hotel Photography Guidelines.

60 Second Promotional Video

The promotional video should be made according to the following script (with storyboard edits). This is the script and the video that you can repeat, again and again, to make easy, yet powerful videos that are instantly recognized as being professional and valuable to your clientele:

Script: Welcome to the beautiful Hampton Inn in Boise, the capital city of the great state of Idaho. Our professional and modern hotel is located on the corner of Overland and Cole in the Boise Spectrum shopping center, just 5 minutes from the Boise International Airport.

Our rooms are spacious and modern and feature all of the amenities needed for today's business or casual traveler. Enjoy our oversized pool, sauna, and advanced gym facilities. Breakfast is always hot, healthy, and delicious. We can host your corporate or personal event in our spacious event center with multiple conference rooms available. We even offer shuttle service to and from the Boise Airport.

We are within walking distance to some of Boise's best restaurants and a movie theater with an IMAX screen.

When you stay at the Hampton Inn, our friendly staff, will ensure your stay is worthy of your 5 star rating! We look forward to welcoming you soon to the Hampton Inn Boise.

Now here is the script with storyboard insert points and explanations for how to modify/customize the script for your client.

How to Modify the Script: Welcome to the beautiful ____ hotel name ____ in ____ city name ____, the ____ insert a descriptive phrase about the city ____. Our ____ insert two adjectives for the property that are appropriate ____ hotel is located ____ insert address or description of location ____, just ____ insert distance to landmark (typically the airport) ____.

Our rooms are ____ insert two adjectives for the rooms ____ and feature all of the amenities needed for today's business or casual traveler. Enjoy our ____ insert hotel amenities like pool, gym, etc. ____ . Breakfast is ____ insert adjectives for breakfast and add restaurant description if available ____ . ____ Insert statement about conference facilities if available ____ . ____ insert statement about shuttle or transportation options if available ____ .

____ Insert a statement about restaurants and activities that are close by ____.

When you stay at the ____ insert hotel name ____, our friendly staff will ensure your stay is worthy of your 5 star rating! We look forward to welcoming you soon to the ____ insert hotel name ____.

How to shoot the video:

[Aerial panning shots of the property - point of interest or slow pan]

Welcome to the beautiful Hampton Inn in Boise, the capital city of the great state of Idaho.

[Aerial shots of the location showing reference points]

Our professional and modern hotel is located on the corner of Overland and Cole in the Boise Spectrum shopping center, just 5 minutes from the Boise International Airport.

[Panning shots of best looking rooms]

Our rooms are spacious and modern and feature all of the...

[Panning shots of USB ports, desks, toiletries, etc. - whatever highlights "amenities" in the rooms]

...amenities needed for today's business or casual traveler.

[Panning shots of each of the features of the property]

Enjoy our oversized pool, sauna, and advanced gym facilities.

[Panning shot of the breakfast spread]

Breakfast is always hot, healthy, and delicious.

[Panning shot of the event space - multiple angles, multiple shots, and videos or photos of an actual conference or event in progress]

We can host your corporate or personal event in our spacious event center with multiple conference rooms available

[Shot of people getting on and or off board the shuttle with a happy driver]

We even offer shuttle service to and from the Boise Airport.

[Aerial shots of restaurants that pan over to the hotel]

We are within walking distance to some of Boise's best restaurants...

[Aerial shots of the movie theater or whatever location is being featured]

...and a movie theater with an IMAX screen.

[Aerial shot of the Hotel Sign]

When you stay at the Hampton Inn...

[Panning shot of smiling staff helping customers]
our friendly staff, will ensure your stay is worthy of your 5 star rating!

[Aerial pull away shot]
We look forward to welcoming you soon to the Hampton Inn Boise.

[Close with 3D After Effects Logo]

Asset List for Promotional Video:

Aerial Videos:

- Point of interest video of entire hotel
- Panning shots of front entrance
- Panning shots of surrounding area
- Slow panning or rotating shot of Hotel Sign
- Panning shots of restaurants, theaters, stores, etc. nearby
- Pull away shot

Ground Videos:

- Panning shot of pool (if applicable)
- Panning shot of gym (if applicable)
- Panning shot of laundry facilities (if applicable)
- Panning shot of breakfast spread
- Panning shot of restaurant facilities (if applicable)
- Panning shot of beautiful room
- Panning shot of room amenities (USB plugs, alarm clocks, toiletries, etc., as applicable)
- Shot of staff helping customers
- Shot of shuttle picking up or dropping off customers with smiling driver (if applicable)
- Panning shot of conference facilities (if applicable)
- Video of actual event in progress (if applicable and available)

So, these 3 things: the 10 aerial photos, the 30 indoor HDR photos and the final 60 second promotional video should be delivered to the customer on a USB drive with your company logo on it. You should also upload it to a shared folder on Dropbox and share the folder with them.

WHAT YOU SHOULD CHARGE

You should charge \$4,999 for this package. It is a great price for the package and worth way more. However, this price is reasonable for the offering and for the industry. They are used to paying between \$2,500 - \$5,000 for only a photo package that does not include aerial photos! Initially you will only charge \$2,999 as explained below, but once demand is up, stick to \$4,999 or more.

WHAT RESOURCES YOU WILL NEED

- You will need to know how to fly your drone and take pictures and videos. The Sky Eye Network membership portal has the necessary training videos and camera settings for you.
- You will need to know how to take indoor photos or hire a photographer to do so for you. The Sky Eye Network Membership portal has the necessary training videos to teach you how.
- You will need to use a service like Dropbox to send files to your customers.
- The resources/skillset is basically the same you will need for Real Estate customers.

HOW TO GET CUSTOMERS

There are many ways to get customers in this marketplace. But I'm going to give you the fastest and the easiest. If you will do this, it will work. It's a 3 step process, and you must follow it "to a tee." Here it is in short:

1. Find out who the customer is.
2. Meet them in person.
3. Make them a mafia offer.

Now lets break this down for you more specifically, with detailed step-by-step instructions:

STEP ONE - find out who the customer is. Unfortunately, you will not be able to be a keyboard warrior on this one. You are going to have to do this in person. Simply go to the hotel in question, and go to the the frontdesk. On the wall behind the frontdesk is the name of the company who runs the hotel. They often have business cards on the counter, as well. You can also ask to speak to the manager and then ask them who is responsible for making decisions regarding hotel photos and videos?

STEP TWO - now you must go in person to the office where the decision maker is. Ask to speak to them in person.

STEP THREE - Once you have them in front of you, use the following script to get their attention and make them an offer:

Hello Fred, my name is Diego and I am with Sky Shark Aerial Services. I won't take much of your time, but I wanted to introduce myself since my company provides hotels like yours with the aerial photos and promotional videos that have been proven to minimize vacancy rates and keep hotels booked all the time.

I've got some sample aerial photos here so you can see the difference between aerial photos and standard photos like you are using right now on the internet, and you can

see how aerial photos make your property stand out and attract more attention from your customers.

I realize you may have an existing vendor, but I'd like to make you an offer that I think will be very hard to refuse.

We recognize that prices for professional photography for hotels range from about \$2,500 for less experienced companies to \$5,000 for the more professional companies. However, most companies do not provide aerial photos nor professional promotional videos like Sky Shark Aerial services provides.

We have a Hotel Aerial Promo package that includes 10 aerial photos, 30 HDR Indoor photos, and a 60 second promotional video that you can use on your website, and even submit to sites like Hotels.com, TripAdvisor, Expedia and others who are now accepting videos, for your hotel. As you can see it retails for \$4,999. However, I want to make you an incredible offer...

If you would be willing to let me shoot this package for your property, with the idea that if you like it, you will make me the preferred vendor for all of your properties, then I will drop the price to only \$2,999 for everything!

And it gets even better...all you have to do is say YES. I won't charge you one penny. I'll shoot the pictures and video and complete the entire project for you without charging you anything—so you can see the final product before committing to buying it? So I'll take 100% of the risk. I'll finish the project so you can see it first to see if you like it. If you do, then you'll only pay the discounted price of \$2,999 and make me your preferred vendor for your other properties. If you don't, no harm, no foul. You won't pay a dime, and you won't get the photos or video, and I'll simply use your photos and video as part of my portfolio. Does that sound fair to you?

Fantastic, so I have a preparation guide that I can leave for your hotel manager so we can make sure the property is ready and prepared for the photoshoot. Who should I contact to schedule the shoot?

That's the script. You are going to want to use both the flier and the *Breathtaking Aerial HDR Photos* brochure that SEN has provided you.

UPSELL OPPORTUNITY

The upsell opportunities here are obvious—more videos! But beyond that, we have found an incredible way to make an extra \$200 on each customer. You see, each hotel will want to have a gorgeous aerial photo of their property on their wall in the lobby. You just have to help them pick the best picture. Then you can offer to have it printed as an oversized poster and use the same resources provided to you in the Aerial Imagery Business Plan.

However, for hotels, we suggest you take it a step further. You should sell them a 24x36 inch print on metal using dye-sublimation technology. This is art gallery level printing and it literally can't get any better.

One of the original companies to offer this service is called ImageWizards. You can find them at ImageWizards.com. Their pricing for this product is:

ImageWizards Pricing:

24" x 36" = \$311

Shipping = \$50

TOTAL = \$361

However, we have secured special wholesale pricing from another company that I now use exclusively. Their quality is better, their speed is better, and their pricing is better. You can contact them directly, let them know that you were referred by Diego Rodriguez from Power Marketing Consultants and then you will get special pricing as noted below. All you have to do is send this email:

Hello Matt -

My name is [your name here] and I own [your company name]. I am a reseller of aerial photography and I was referred to you by Diego Rodriguez of Power Marketing Consultants. He says your company is the company to use to drop ship the most beautiful metal dye-sublimation prints to my customers.

Please set me up with a wholesale account, as I have my first order ready to go for a client and want to get my order placed as soon as possible.

Sincerely,

[your name here]

[your company name]

[your email]

Send this email to Matt Dee at Shiny Prints (info@shinyprints.com) and cc Diego at drodriguez@powermarketing.net.

ShinyPrints Wholesale Pricing:

24" x 36" = \$186

Shipping = \$40

TOTAL = \$226

If you charged just what ImageWizards charges (because anyone can buy from them without a wholesale account), you would still earn \$135 in extra profit.

But, you should charge your customer \$425 for this picture. Your profit is an extra \$199, and it is the best advertising imaginable for your company. You can even offer a discount if they allow you to put your watermark on the photo.

HOW MUCH MONEY YOU CAN EARN

This depends on how many of these packages you sell. We will assume that you are going to pay for all of this work to be done. With that assumption in mind, here are your hard costs for the package:

Drone Pilot for Aerial Shots = \$149
Photographer for Indoor Shots = \$199
Photo Editing for 30 photos (75¢ each) = \$22.50
Videographer for Ground Videos and Editing = \$500
USB Drive = \$5
TOTAL COSTS = \$875.50

Your profit then is \$2,123.50 for each package. But let's be conservative and just make it \$2,100 for easier math. The typical regional group has 20 - 30 properties in their portfolio. And there are literally thousands of them in America. So let's do the math:

- 1 package per month = $\$2,100 \times 12 = \$25,200$ annually
- 2 packages per month = $\$4,200 \times 12 = \$50,400$ annually
- 1 package per week = $\$2,100 \times 50 = \$105,000$ annually
- 2 packages per week = $\$4,200 \times 50 = \$210,000$ annually
- 1 package per day = $\$2,100 \times 5 = \$10,500$ weekly or $\$525,200$ annually

HOW TO MAKE AT LEAST SIX FIGURES

To make at least \$100,000 you simply have to do 48 packages at \$2,100 profit in the year. To break that down in terms of how much work you're doing, it is less than 1 photoshoot per week.

In order to get to that number you should be seeing at least 1 decision maker per day. Obviously you can see more than that, so frontload yourself. The majority of your additional shoots will come from organic referrals and from the fact that you will become a preferred vendor for your customers.

ACTION STEPS

Okay, so now you've got to actually work (as always)! These numbers don't materialize just by reading them. So do the following:

1. Go on the internet and look up all the hotels within a 5 mile radius.
2. Write down their addresses and draw a map for yourself for how to visit them in the most organized and efficient manner.
3. Print out multiple copies of the sales flier and the Breathtaking HDR Aerial Photos brochure.
4. Download the promo video onto your iPad.
5. Get out of your office and go visit your prospects and make the pitch!

CONCLUSION

Congratulations, you have everything you need to build an exciting career in the Hotels and Resorts marketplace as a drone operator!

Take Massive Action in the Hotels and Resorts marketplace and you will succeed. Take no action and you will fail. As always, the choice is yours.

SKY EYE NETWORK RESOURCES

SALES BROCHURE

The Sales Brochure is designed to be used during your sales pitch/presentation to your prospective client.

Because you are a member of the Sky Eye Network you have the license and rights to use the copyrighted content on the brochure for as long as you remain a member.

HOW TO CUSTOMIZE IT

- Gold Members - *simply take your customized "Ready to Print" file and send it to any printer.*
- Silver and Bronze Members - *simply hire a graphic designer to do the customizations for you, or you can do them yourself using Adobe InDesign.*

WHERE TO PRINT

You can use a local printer, or a national printer like FedEx Office, Office Depot. You can also use online print companies like VistaPrint.com or BestValueCopy.com.

ELIMINATE VACANCIES
KEEP YOUR HOTEL BOOKED ALL THE TIME

FACT: Beautiful Aerial Photos and Professional HDR Photos Cause Hotel Guests to Choose Your Property

Aerial Promo Package for Hotels & Resorts

- 10 HDR Aerial Photos
- 30 HDR Indoor Photos
- 60 second professional promotional video

\$4,999

SKYSHARKAERIAL

SkySharkAerial • (208) 577-6235

Aerial Photos

| Importance Level | Percentage |
|------------------------|------------|
| Very Important | 57% |
| Somewhat Important | 35% |
| Considered Unimportant | 7% |
| Not at all important | 1% |

This statistic shows the results of a survey conducted in the United States in May 2019. Travelers were asked how important photos of hotel rooms on the internet are, when choosing a hotel for a leisure trip. During the survey, 92 percent of the respondents stated that photos of hotel rooms on the internet are very important.

AERIAL PHOTOS
MAKE YOUR HOTEL STAND OUT

According to a survey of frequent travelers and hotel managers, conducted in May of 2019 by the Sky Eye Network, respondents chose AERIAL IMAGES like those on the right as "standing out" and "catching their attention" over 90% of the time!

SKY EYE NETWORK RESOURCES

BREATHTAKING AERIAL PHOTOS OF HOTELS & RESORTS BOOKLET

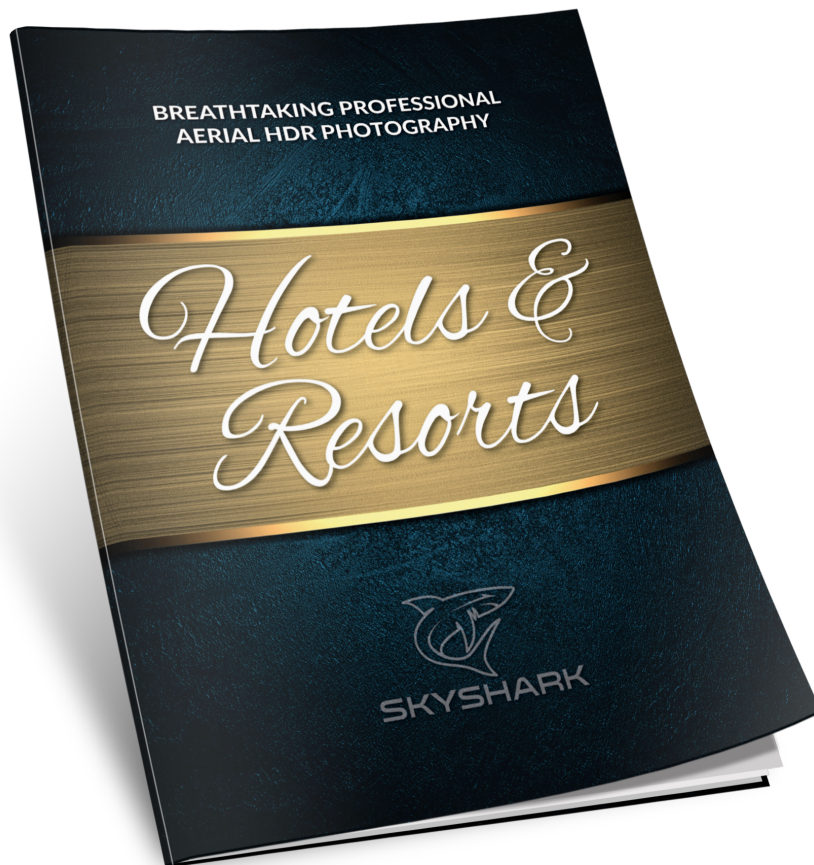
Use this booklet to show prospective clients samples of other hotels who have aerial photos.

HOW TO CUSTOMIZE THEM

- Gold Members - *simply take your customized "Ready to Print" file and send it to any printer.*
- Silver and Bronze Members - *simply hire a graphic designer to do the customizations for you, or you can do them yourself using Adobe InDesign.*

WHERE TO PRINT

To print the booklets, you should have them professionally printed use a local printer, or a national printer like FedEx Office, Office Depot. You can also use online print companies like VistaPrint.com or BestValueCopy.com.



SKY EYE NETWORK RESOURCES

SEN HOTEL PHOTOGRAPHY GUIDELINES

This is an incredible booklet that you can print out at a local printshop (see above for resources), or simply send as a PDF to your clients.

It is very important that you have the manager of the hotel property review this guide to ensure that the hotel is prepped for you when you come. This eliminates many frustrations and prepares your team for the maximum use of their time—allowing you to do the job right, and ensures maximum efficiency of your time and resources.

